

**UNITED STATES PATENT AND TRADEMARK OFFICE**

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APPLICANT : Kurt Robinson  
SERIAL NO. : 10/524,169  
FILED : February 8, 2005  
ART UNIT : 1744  
EXAMINER : Shay L. Karis  
DOCKET NO. : 9335b  
CUSTOMER NO. : 021905

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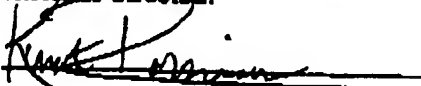
**DECLARATION OF THE INVENTOR**

I, Kurt Robinson, declare as follows:

1. That, wiping liquid, for example sweat, from a stage or platform for an entertainment event such as basketball court is a problem. To the best of my knowledge, no one ever conceived of converting this problem into a business opportunity. I did, and founded, and am the chief executive officer and shareholder of the assignee of the above-identified application, NO SWEAT WIPE, LLC, which has been using my INVENTIONS since 2003.
2. That, the money making opportunity provided by my INVENTIONS has been recognized by the business community, and enclosed are a number of published articles identified as Exhibits A through D discussing my INVENTIONS, and a DVD identified as Exhibit E of a number of television programs at which I was interviewed because of my INVENTIONS. Some of these programs show my INVENTIONS being used at televised basketball games between National Basketball Association (NBA) teams. A customer list dated December 13, 2007, identified as Exhibit F, names professional, collegiate, and high school teams using my INVENTIONS.
3. That, my INVENTIONS solve an on-going problem and concurrently derive advertising income. Over an extended period of time millions of viewers will be exposed to hundreds of millions of advertising impressions using my INVENTIONS. This represents a huge potential advertising income that may be shared with the participants conducting the entertainment event. Moreover, the wipe-up problem may be solved at no potential cost to the participants. None of the prior art cited in the Office Action of September 11, 2007, in any way suggests that advertising income may be derived by mopping up a basketball court, or other entertainment platform, with a mop bearing an advertisement.
4. That, all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by

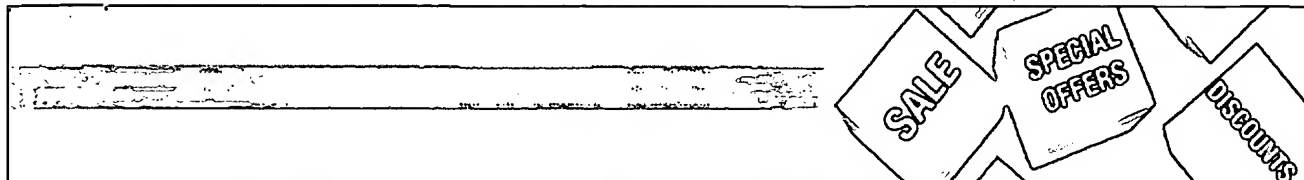
fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or patent to which this statement is directed.

By



Date

1-10-08

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**Business in the Making**SAVE | EMAIL | PRINT | **RSS****A stinky business****Kurt Robinson and Kevin Columbus want to get No Sweat Wipe on every basketball court in the world.**

May 16, 2005: 2:01 PM EDT

By Sarah Max, CNN/Money senior staff writer

**SALEM, Ore. (CNN/Money) – Kurt Robinson dreamed up his stinky business idea while watching a Lakers game on television.**

"My roommate and I had been talking about how far the game had come," said Robinson, 41, a former college basketball player who was working as a referee and tournament organizer at the time.

Then, Shaquille O'Neal took a tumble and the ball boy rushed onto the court to wipe up his puddle of sweat with towels taped to a broomstick.

There had to be a better way, Robinson thought. That night, he started sketching designs for an apparatus that would replace the old-school method of cleaning up sweat on a basketball court.

Sweat is a serious problem when you have the likes of 340-pound Shaq running up and down the court. "Some teams send their ball boys out [to mop up sweat] after every change of possession," said Robinson.

Robinson had the idea, but he needed the contacts and business savvy of his childhood friend, Kevin Columbus.

"He came to my office with the idea, and I liked it," said Columbus, 39, a hip-hop choreographer turned

**Kurt Robinson, mopping up with his invention.**


**Business in the Making**

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entrepreneur who produces the Magic Johnson Foundation's annual celebrity basketball games.

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[yourbusiness@money.com](mailto:yourbusiness@money.com).

The first prototype proved heavy and cumbersome, but there was definite potential – and not just for cleaning up sweat. "What if we put advertising on the top of this thing?" said Columbus, who is now a partner in the company.

Four years and four prototypes later, the No Sweat Wipe – an aluminum pole attached to a 24-inch disk with an overlay for logos or advertising on the top and a washable terrycloth pad Velcro-ed to the bottom – is on its way to becoming to basketball what the Zamboni is to hockey.

Most National Basketball Association teams use it, orders are coming in from colleges and high schools, and the International Basketball Federation has signed a three-year deal. The 2006 version of ESPN's NBA Basketball video game will even feature virtual ball boys wielding virtual No Sweat Wipes.

Even so, No Sweat Wipe is still waiting for its fast break.

"Right now we're still a small business going through small business pain," said Robinson, who poured all of his savings into the idea. He works out of his two-bedroom rental in Garden Grove, Calif., during the day and supplements his start-up salary by refereeing three nights a week.

### Scoring opportunity

After perfecting the prototype and filing for a patent, Robinson and Columbus went to work getting their product in the hands of NBA trainers. They also started talking to investors. To date, the company has raised \$200,000 from private investors, who have a 25 percent stake in the company.

"Our goal was to start at the top with the NBA and work our way down," said Robinson, who has been giving the product to NBA teams for free. The No Sweat Wipe debuted at the Magic Johnson charity event in the summer of 2002 and was tested by the Los Angeles Clippers and the Denver Nuggets during the 2002 and 2003 season. Now, 25 of the 30 NBA teams use the product.

Colleges, high schools and basketball fans in the market for a No Sweat Wipe can expect to pay \$525 for two devices, replacement pads, custom logos and a wash bag. Such sales help the bottom line, but the company's main source of revenue will ultimately be advertising, said Columbus.

So far, though, they have not been able to close a major advertising deal.

"None of the bigger advertisers want to spend money if you're a new company," said Robinson. "But now that we're going on our fourth year they're willing to talk to us."

An NBA licensing agreement, now being discussed, would also open doors.

For now, No Sweat Wipe can sell ads for games that are not broadcast nationally. This in-arena advertising is worth anywhere from \$30,000 to \$150,000 per season, per team, according to marketing research by Joyce Julius & Associates, with the company and teams sharing the revenue.



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If No Sweat Wipe were able to work out a league-wide deal with the NBA, advertisers would pay a premium for national television exposure.

"I could say with a fair degree of certainty that sponsorship on No Sweat Wipe would be worth \$3 million to \$5 million a year in exposure value," said Eric Wright, vice president of research and development at Joyce Julius, referring to what sponsors would have to pay to get the same exposure with traditional advertising.

The company would also have dibs on ads sold on college courts, at amateur adult tournaments, even in video games.

As with any startup, the No Sweat guys must endure plenty of nervous perspiration.

"There were times when I wanted to throw in the towel," said Robinson. Instead, he threw his energy into his towel-alternative.


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**news****Foot Locker Signs Contract to Advertise on NBA's Lakers' Mops**

By Scott Soshnick

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Nov. 1 (Bloomberg) -- Foot Locker Inc., the biggest U.S. athletic-shoe retailer, signed a contract with the Los Angeles Lakers to advertise atop the mops that dry the court during the National Basketball Association team's games.

It's the first agreement that closely held No Sweat Wipe LLC, maker of the mop, has reached with an NBA team and advertiser, said Kurt Robinson, founder of the Garden Grove, California-based company.

No Sweat Wipe and the Lakers signed a two-year, five-figure contract, Robinson said, declining to be specific. The team and company split revenue from advertisers.

Robinson describes the No Sweat Wipe as a 24-inch disc that's made of a two-ply towel with a sponge-like material in between. Foot Locker's advertisement will be placed on top of the disc this season, Robinson said. The second year of the contract hasn't been sold, Robinson said.

"After people see it, we hope to go out and seek other deals," Robinson said in a telephone interview.

**RESOURCES**

- [Bloomberg TV](#)
  - [Bloomberg Radio](#)
- The Lakers will make the maximum 33 national television appearances this season, 10 on ESPN, five on ABC, nine on Turner Network Television and another nine on NBA TV.

- [Bloomberg Podcasts](#)
- [Bloomberg Press](#)

Foot Locker spokesman Peter Brown didn't immediately return a message seeking comment.

No Sweat Wipe also has an agreement with New York-based Take-Two Interactive Software Inc., the No. 3 U.S. video-game maker, to appear in its basketball game. In the game, team logos appear on the mop, though Robinson said the company is looking to sell advertising there, too.

The No Sweat Wipe is also used by 25 U.S. universities, including Michigan, Villanova, Arizona State and UCLA, Robinson said.

The NBA's regular season begins tonight. The Lakers, who during the offseason reunited coach Phil Jackson with All-Star Kobe Bryant, open tomorrow night at Denver on ESPN.

To contact the reporter on this story: Scott Soshnick in New York at [ssoshnick@bloomberg.net](mailto:ssoshnick@bloomberg.net)

*Last Updated: November 1, 2005 16:43 EST*

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## Smart Ideas 05/05

## Mommy-and-me outings, per-call talent reps and more

By Entrepreneur Staff | Entrepreneur Magazine - May 2005

**What:** A service that provides fun and cultural outings  
for moms and children

**Who:** Molly Snyder of Metropolitan Moms

**Where:** New York City

**When:** Started in 2004

While typical "Mommy and Me" classes can be great fun, Molly Snyder, 30, decided to give the old format a spin when she started Metropolitan Moms. Instead of classes focusing solely on the children, Snyder's idea was to organize classes for moms who wanted to explore local New York City culture while taking their children along for the ride.

This former investment banker got the idea when, three months into her maternity leave, she realized she didn't want to leave her daughter for a full-time position. However, she thought it would be fun to explore the city's many museums and galleries--with her daughter in tow. "When I had this idea, so many people didn't understand what I was talking about," says Snyder. "They weren't [very] encouraging. But because I was a new mom, I knew there was a need for it."

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samples. Based on those results, the partners started with 16 fruit flavors, including peach, pineapple, raspberry and strawberry. Rather than sell flavored bottled water, they opted instead to package the concentrated flavors (available sweetened or unsweetened, but all calorie-free) in small, 1-ounce dropper bottles for \$9.95 each. Their rationale: You don't have to lug around a bottled drink to a destination, the flavor can be added to any beverage or food, and you can adjust the intensity of the flavor to your liking.

Staunton, a database programmer, and Malmer, a newspaper editor, operate PAES in their off hours but have already won the 2004 Carb-Aware Consumer Choice Awards Product of the Year and received a good amount of media buzz. Sold through Flavors2Go.com and Castus Superstores, they currently have a distributor in Canada and the United Arab Emirates. With 2005 sales projections breaking \$250,000, the co-founders have also introduced an imitation honey that is enticing even more customers to indulge their sweet teeth.

-April Y. Pennington

### Clean Sweep

**What:** Reusable four-ply cloth around a foam liner attached to a circular disk on an aluminum pole; used for cleanups

**Who:** Kurt Robinson of No Sweat Wipe

**Where:** Garden Grove, California

**When:** Started in 2002

An artist by trade, Kurt Robinson, 41, might not have made his riches through his artwork, but he did hit it big when he came up with a creative solution for a messy situation. His inspiration came when basketball player Shaquille O'Neal took a spill on the court. Riveted to the TV, it was not the fall that grabbed his attention but rather the mop that was used to clean the court afterwards. A stick with a towel taped to the end seemed ineffective, unsanitary and definitely something he could improve on.

Robinson immediately put his idea on paper and approached an engineer friend who created the perfect prototype after four attempts, complete with an adjustable pole and a detachable pad. With his final prototype in hand, Robinson approached Kevin Columbus, a friend and his current business partner, who had important basketball connections as well as the marketable idea of using the top of the circular disk for advertising space.

The innovative mop appealed to the Los Angeles Clippers, the first team to give the product a try. No Sweat Wipe currently has partnerships with 25 of the 30 NBA teams. Robinson offers them the product for free in exchange for a portion of the revenue generated from the advertising. Meanwhile, the company has developed No Sweat Mitts--smaller versions of the No Sweat Wipe which can be worn on the hands--and plans to make them available next year.

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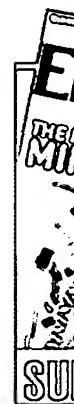
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With 2005 sales expected to be at least \$2 million, Robinson doesn't believe he's reached the top of his game yet. He hopes to make it big both on and off the court by donating profits to local charities and organizations dedicated to the education of inner-city kids. Says Robinson, "I've been blessed with this idea, and we're working on giving back."

-Sara Wilson

### **Talent Show**

**What:** Music booking agency that represents bands and artists on a per-call basis

**Who:** Bud Anderson, founder of [InHouseBooking.com](http://InHouseBooking.com)

**Where:** San Carlos, California

**When:** Started in July 2004

**How much:** \$250

In the music industry, competition isn't just for gigs but for agents as well. "Agents basically work for free until they get commissioned on a show," says Bud Anderson, founder of [InHouseBooking.com](http://InHouseBooking.com). "So it's hard to invest in a brand-new artist."

Anderson, 34, created [InHouseBooking.com](http://InHouseBooking.com) as a sister company to Prince SF, the agency he already owned that couldn't handle all the talent coming its way. His new company takes a different approach, allowing artists to hire agents to make cold calls, pitching their acts for \$1.50 per call. At the end of the minimum 100-call run, the artist gets a color-coded spreadsheet detailing each call and contact information. It's more than telemarketing, Anderson explains--bands still face a strict review process, but the shortened relationship allows more talent through the door.

Startup was simple. With the agency infrastructure already in place, Anderson paid \$50 for a web domain and programmed the site himself. He opened separate phone lines and a bank account, and he hired three agents. As IHB's business jumped--from sales of \$175,000 in 2004 to \$500,000 projected for 2005--the agency expanded into larger offices and hired additional staff.

Anderson describes his marketing as "very grass roots." After an initial run with 10 artists, word spread like wildfire. Says Anderson, "I knew there was demand for representation but didn't realize it could be quite so high."

-Jessica Hong



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ARAMARK/LONGWOOD UNIVERSITY	01052
ATLANTA HAWKS	01071
BOSTON CELTICS	01077
BOSTON COLLEGE	01015
BRIDGEWATER STATE COLLEGE	01038
BROOMFIELD SPORTS & ENTERTAIN	01050
CHARLOTTE BOBCATS	01062
CHICAGO BULLS	01083
CLEVELAND CAVALIERS	01069
DALLAS MAVERICKS	01073
DENVER NUGGETS	01072
DETROIT PISTONS	01067
DETROIT SHOCK	01090
DETROIT TITANS COLLEGE (MI)	01027
FORDHAM UNIVERSITY (NY)	01031
FULLERTON UNION HIGH (CA)	01022
GEORGE MASON UNIVERSITY (VA)	01048
GOLDEN STATE WARRIORS	01066
GRACE COLLEGE (INDIANA)	01010
HOFSTRA UNIVERSITY (NY)	01009
HOUSTON ROCKETS	01075
IDaho STAMPEDE	01046
IMAGE WEST APPAREL, INC	01001
INDIANA PACERS	01005
IONA COLLEGE WILL MONTANARD	01055
Internal Restocking Order	00000
KEARSLEY HIGH SCHOOL (MI)	01044
KURT ROBINSON	01091
LAFAYETTE COLLEGE (PA)	01057
LAKEVIEW ACADEMY	01042
LASERNA LANCERS	01053
LEHIGH UNIVERSITY	01059
LOS ANGELES CLIPPERS	01070
LOS ANGELES LAKERS	01084
LOS ANGELES SPARKS	01068
MARQUETTE UNIVERSITY	01099
MASON COUNTY HIGH SCHOOL	01064
MELBOURNE CATHOLIC HS (FL)	01030
MEMPHIS GRIZZLIES	01078
METRO ATLANTIC ATHLETIC CONF	01024
MIAMI HEAT	01094
MICHIGAN STATE UNIVERSITY	01017
MILWAUKEE BUCKS	01034
MINNESOTA LYNX	01074
MINNESOTA TIMBER WOLVES	01043
MISSISSIPPI STATE UNIVERSITY	01095
NC STATE	01040
NC STATE UNIVERSITY	01014

*No Sweat Wipe*

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CUSTOMER NAME	CUSTOMER NUMBER
NEW JERSEY JETS	01085
NEW ORLEANS HORNETS	01076
NEW YORK KNICKS	01079
NEW YORK LIBERTY	01086
OPEL SLAYLINERS (GERMANY)	01004
ORLANDO MAGIC	01006
PERRY MERIDIAN HIGH SCHOOL	01037
PHILADELPHIA 76ERS	01007
PHOENIX SUNS	01047
PIKE HIGH SCHOOL (IN)	01035
RMAC	01008
RUTGERS ATHLETICS	01065
SACRAMENTO KINGS	01087
SACRAMENTO MONARCHS	01011
SAINT ANSELM COLLEGE (NH)	01054
SAINT LOUIS UNIVERSITY	01036
SAN ANTONIO SPURS	01080
SANTA BARBARA HIGH (CA)	01028
SANTIAGO HIGH SCHOOL (CA)	01021
SEATTLE SUPERSONICS	01081
SOUTHERN NEW HAMPSHIRE UNIV	01033
SPRING-FORD HIGH SCHOOL	01039
TALLWOOD HIGH LIONS (VA)	01019
TEXAS A&M	01003
TORONTO RAPTORS	01008
TROY HIGH SCHOOL (CA)	01026
U OF N CAROLINA WILMINGTON	01045
U OF THE PACIFIC TIGERS	01092
UNIVERSITY OF FLORIDA	01098
UNIVERSITY NEVADA LAS VEGAS	01025
UNIVERSITY OF ALABAMA	01056
UNIVERSITY OF HAWAII	01032
UNIVERSITY OF ILLINOIS	01041
UNIVERSITY OF INCARNATE WORD	01049
UNIVERSITY OF INDIANAPOLIS	01012
UNIVERSITY OF KENTUCKY	01023
UNIVERSITY OF LOUISVILLE	01063
UNIVERSITY OF MICHIGAN	01016
UNIVERSITY OF MINNESOTA	01018
UNIVERSITY OF TULSA	01096
UTAH JAZZ	01061
VALLEY CHRISTIAN HIGH SCHOOL	01058
VILLANOVA UNIVERSITY (PA)	01029
VIRGINIA COMMONWEALTH UNIV	01093
WACHOVIA CENTER (PA)	01013
WAGNER COLLEGE	01100
WAKE FOREST UNIVERSITY	01060
WASHINGTON WIZARDS	01082
WESTSIDE HIGH SCHOOL (NJ)	01020

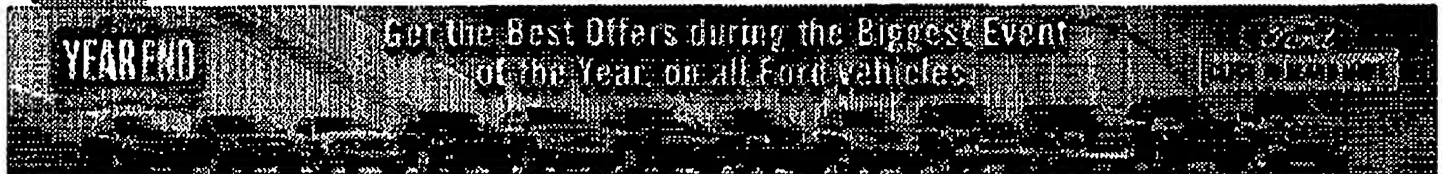
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CUSTOMER NAME  
WINONA STATE UNIVERSITY

CUSTOMER  
NUMBER  
01051

ESPN



Updated: October 14, 2003 10:34 AM ET

--The best new invention of the summer? The No Sweat Wipe. If you've already been to a preseason game, perhaps you've noticed that the NBA towel boys, the kids who sit under the basket and run out to wipe the sweat off the court, have a new weapon at their disposal. The No Sweat Wipe is a long pole with a circular disk attached to the end. Under the disk are a number of towels used to wipe off sweat from the floor.

The inventor got sick of watching multi-million dollar players slip on wet spots on the floor and wondered to himself why teams weren't using a more efficient method of making sure the floors stayed dry. The No Sweat Wipe was born over the summer and has already been adopted by 23 NBA teams.

Which makes you wonder, what are the other six NBA teams thinking? The Jazz, Hornets, Bucks, Raptors, Sonics and Nets are the only teams in the league who have yet to adopt the tool. C'mon guys. Even the Clippers and Warriors have forked over the cash.

By Chad Ford  
NBA Insider



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